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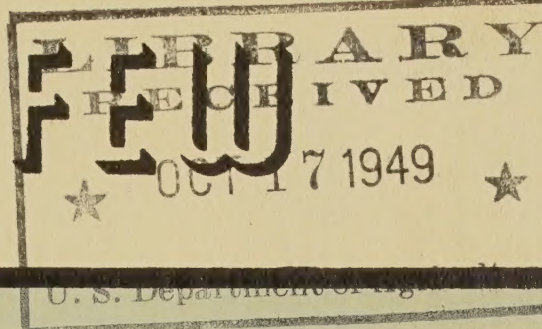
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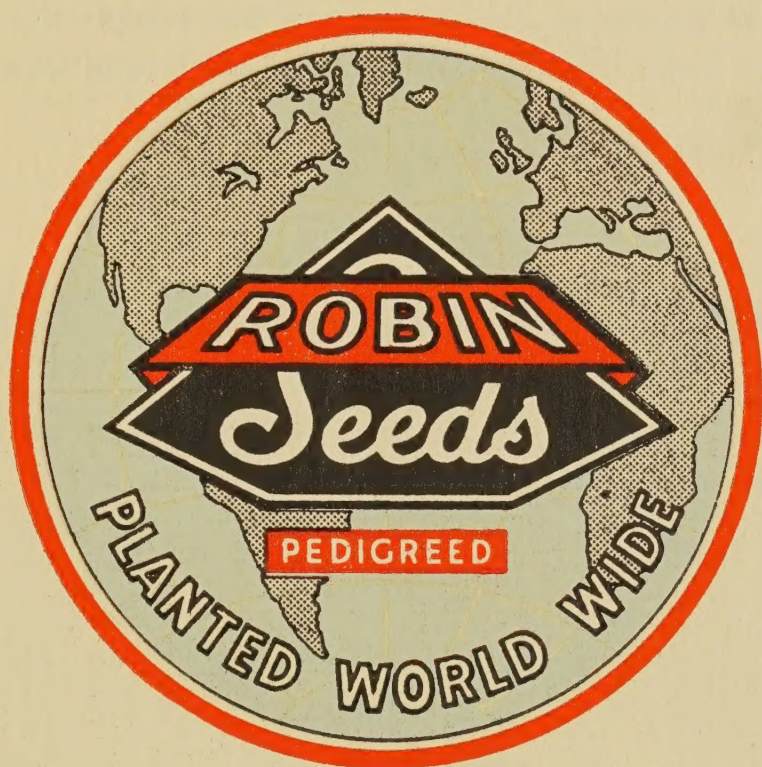


1949

A FEW



# HIGHLIGHTS



WHOLESALE ONLY

**LAWRENCE ROBINSON & SONS**

BRANCHES IN CALIFORNIA & COLORADO

Main Office

**MODESTO, CALIFORNIA**

*Specialist Producers of*

CUCUMBER • CANTELOUPE • WATERMELON • SQUASH • DILL  
PUMPKIN • CITRON • ORNAMENTAL GOURDS • CABBAGE, Etc.



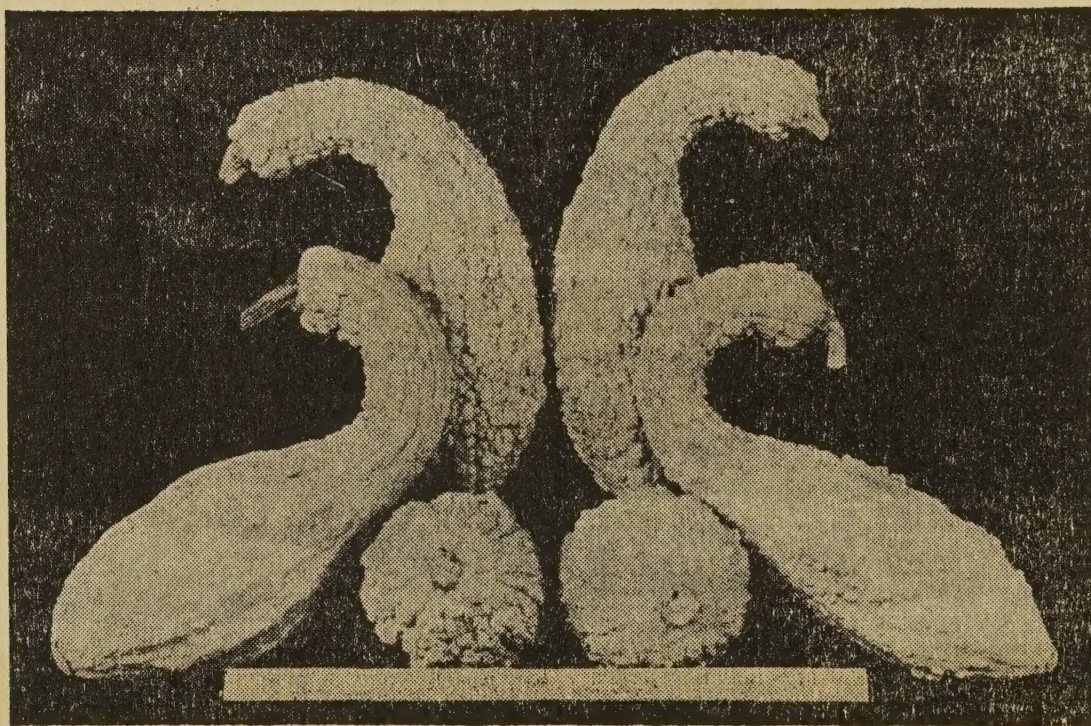
**A**S AMERICA'S LARGEST PRODUCER of the Cucurbits, Robinson takes pleasure in presenting this publication—A FEW HIGHLIGHTS.

Illustrated herein, as the title indicates, are a few photographic highlights of the more than 200 different Cucurbit varieties under our production.

This booklet is sent to the wholesale Seed Trade to further familiarize it with the complete selection of seeds we offer in the Cucurbit field, and to lend emphasis to the high quality of the products of our seeds—the result of long years of experience in breeding and selection.

**ROBIN SEEDS are truly PEDIGREED.**

EARLY GOLDEN CROOKNECK SQUASH



Our strain is the genuine dwarf one, with unusual uniformity and with exactly the right color. This strain is difficult to improve upon.

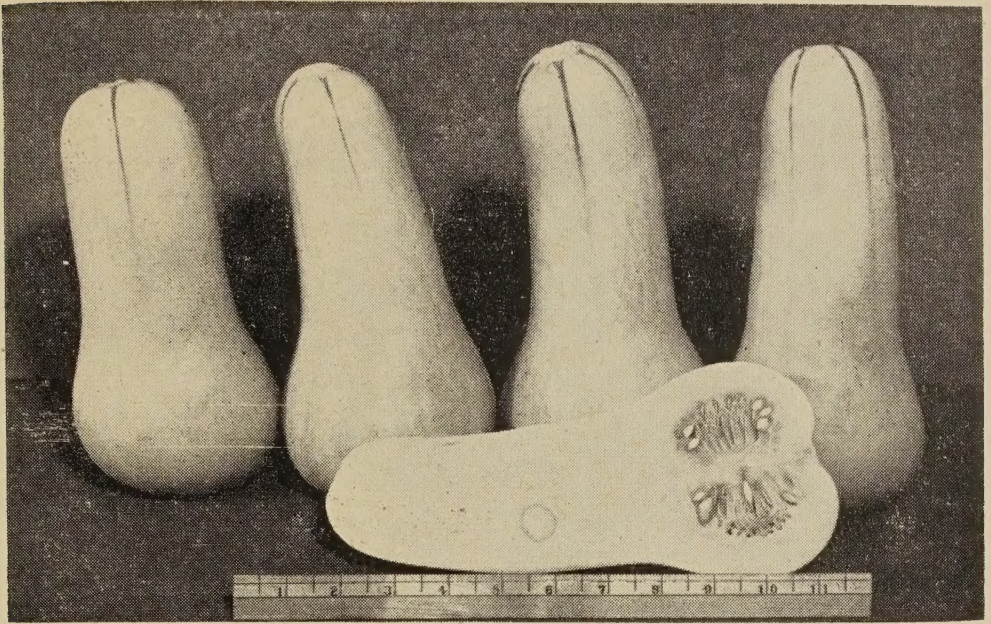
Early Golden Crookneck with us is the largest selling summer squash and rightly so. Its rich color, earliness and uniformity make it likely the most efficient and desirable of any summer squash. Edible in 50 days. Size 12x3.

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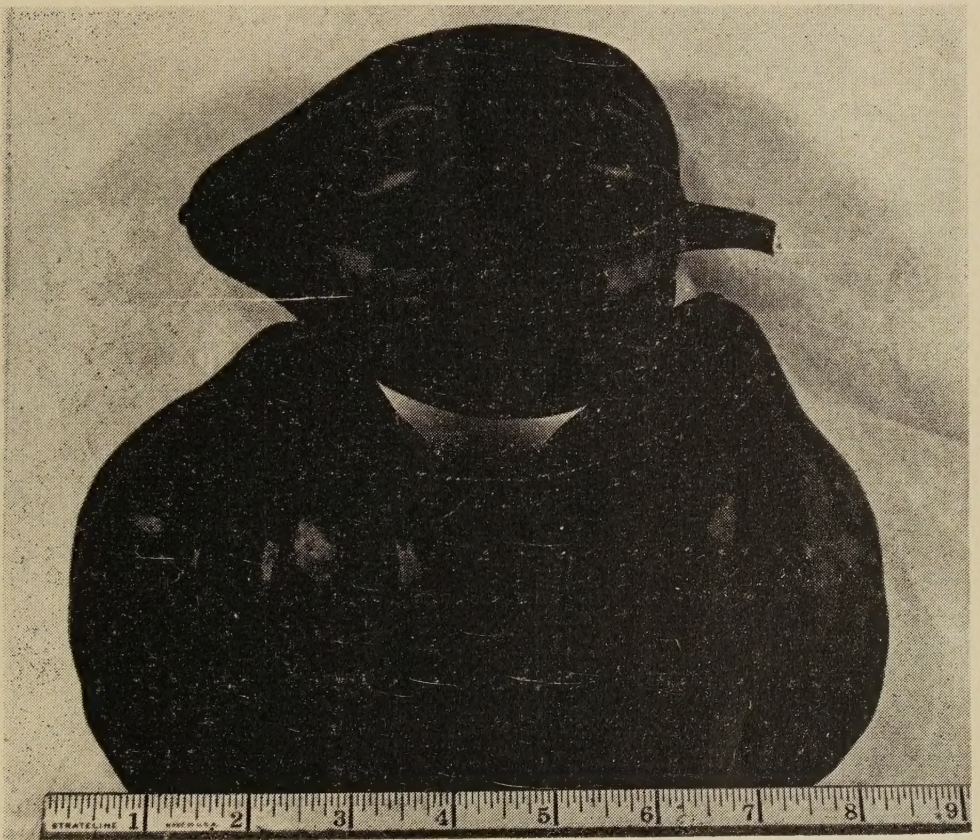


## BUTTERNUT SQUASH



This fine buff colored "winter-type" squash is especially noteworthy for its large percentage of edible flesh. Unlike many other winter squash varieties, BUTTERNUT may be easily sliced by the housewife with an ordinary kitchen knife. The meat is dry, solid, sweet, with a bright orange color and well adapted to many month's storage.

## TABLE QUEEN SQUASH



Sliced in half, baked to a golden brown, and well buttered, this fine squash should be a "flavor-favorite" in every household. Extremely prolific, it is easy to grow, requires no special care, and is particularly well adapted for use by the home gardener. We have under production two similar types—dark green MAMMOTH TABLE QUEEN (which, as the name indicates, is a slightly larger strain), and GOLDEN TABLE QUEEN—brilliant orange in color but similar in all other respects.

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## GREEN BUSH COCOZELLE SQUASH



Four to six inches in length and dark green at the edible stage this summer squash becomes striped green and orange (as pictured above) as it approaches "seed harvest stage." A VEGETABLE MARROW type, Cocozelle is not particularly popular in the U.S.A. but is used quite extensively abroad, where it is also consumed at the edible stage pictured above.

## GRAY ZUCCHINI SQUASH



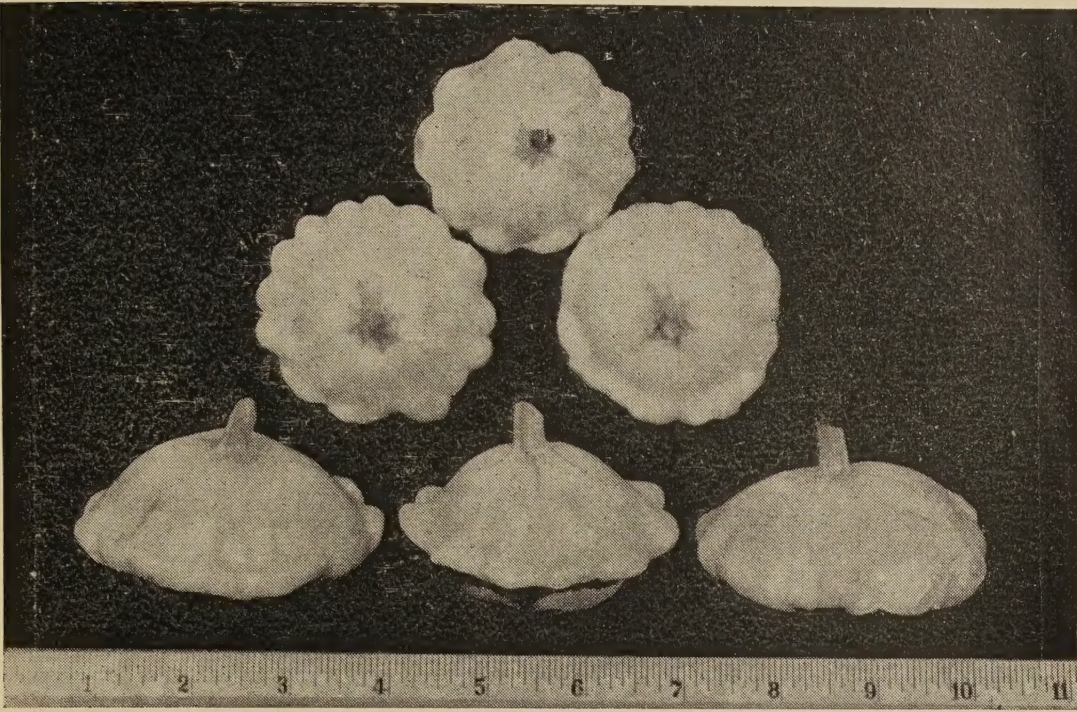
The most prolific of the VEGETABLE MARROW type squash, its mottled, greenish-gray fruits have quality equal to any. Under ideal conditions, edible squash can be picked 35 to 40 days after planting.

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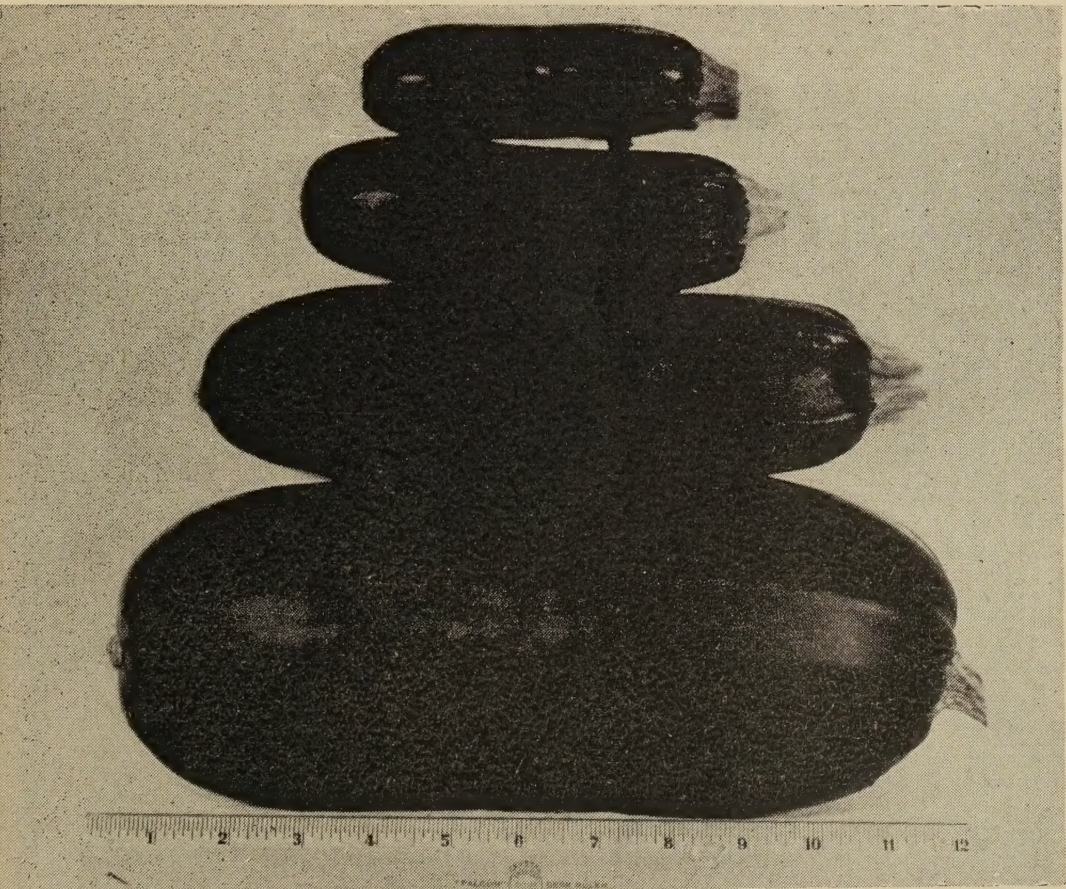


## BENNING'S GREEN TINT SCALLOP SQUASH



A delicious, delicate flavor is obtained when picked and prepared two or three days after setting on with a size slightly larger than a silver dollar. Differing from EARLY WHITE BUSH SCALLOP (described on the next page) in its delicate light green tinge, it is rapidly gaining in popularity.

## BLACK ZUCCHINI SQUASH



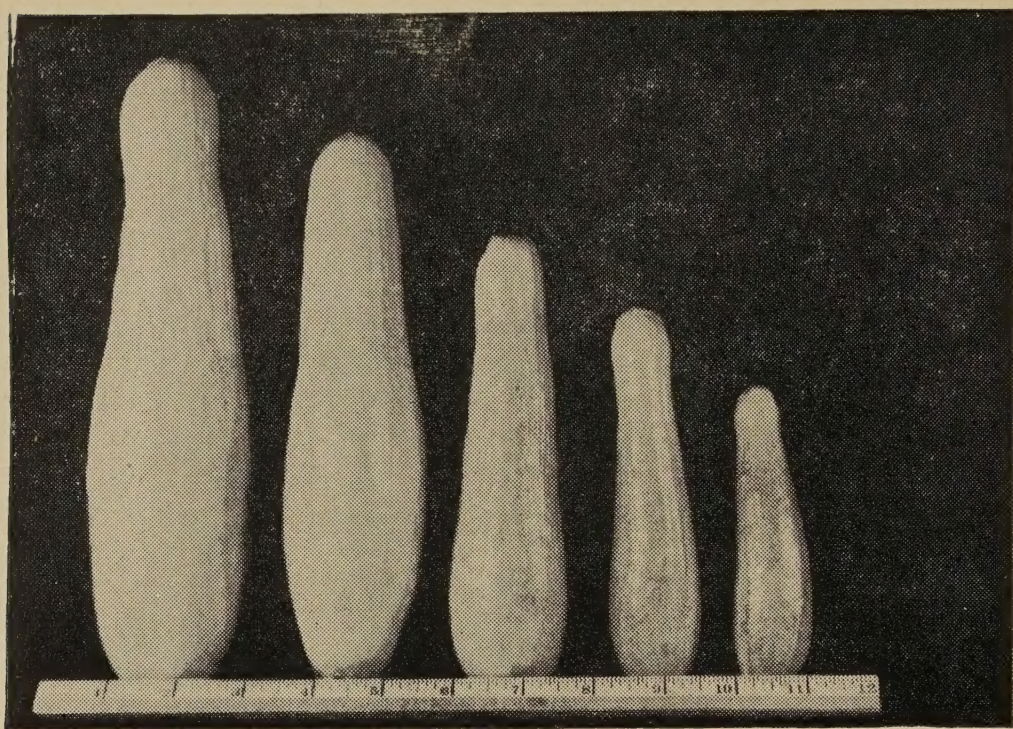
Tops in popularity on the West Coast of the Vegetable Marrows, this fine summer squash is outstanding for its intense dark green color which does not fade with delays in reaching market. Its delicious flavor together with its color has made it a favorite on the vegetable stands.

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## CONNECTICUT STRAIGHTNECK SQUASH



Introduced by the Connecticut Agricultural College, this outstanding variety has a plant growth one-third smaller than EARLY GOLDEN CROOKNECK. Closer planting with increased yields results. Its shape leads to packing economy with less breakage. Size 11"x2 1/2".

We also produce EARLY PROLIFIC STRAIGHTNECK—similar and equally desirable.

## EXTRA EARLY WHITE BUSH SCALLOP SQUASH



Our second largest selling summer-type, its snow white fruits, enormous in numbers, are produced close to the crown. We have developed our strain for earliness and have had test plots maturing edible fruits 33 days after planting.

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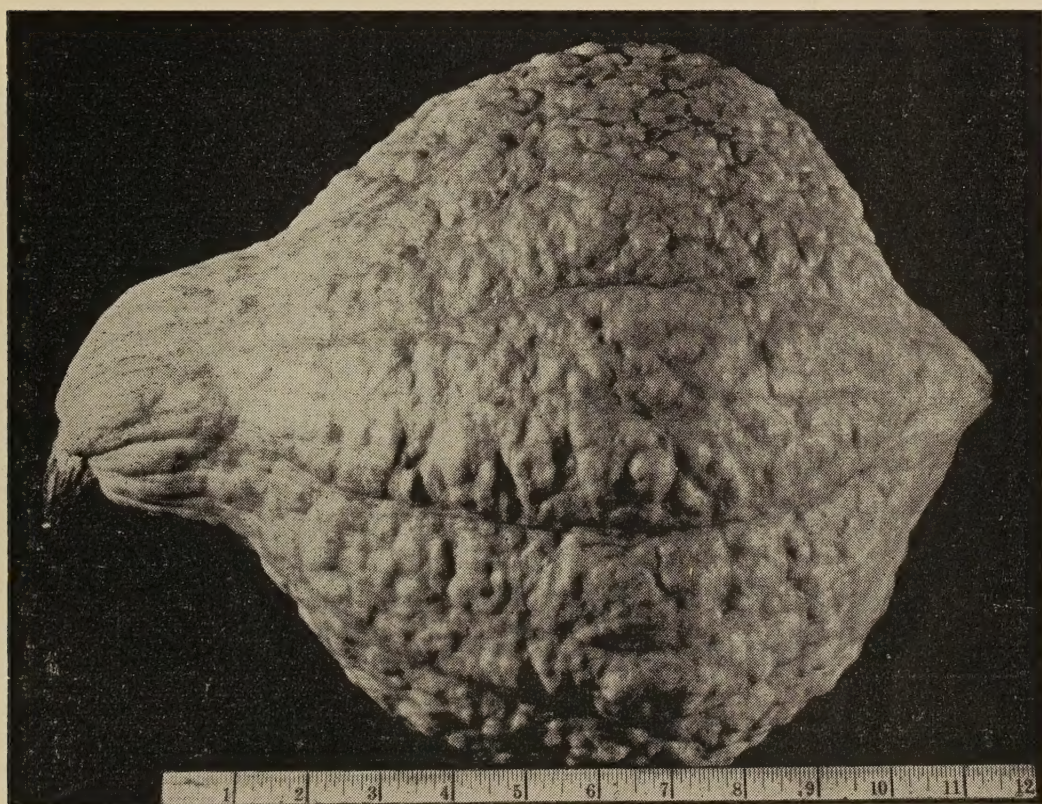


## IMPROVED GREEN HUBBARD SQUASH



The standard Hubbard, it is similar but smaller than CHICAGO WARTED HUBBARD and about twice the size of its smaller counterpart KITCHENETTE HUBBARD. Noted for its thick, orange, tasty flesh it will store satisfactorily for many months. Matures in 100 days to a weight of 12 pounds.

## BLUE HUBBARD SQUASH



A high quality, extremely large, silvery blue squash, its meat is thick, deep orange and dry. In testing this variety against the other Hubbards, we have found it able to withstand longer periods of storage. Matures in 110 days to a weight of 18 pounds.

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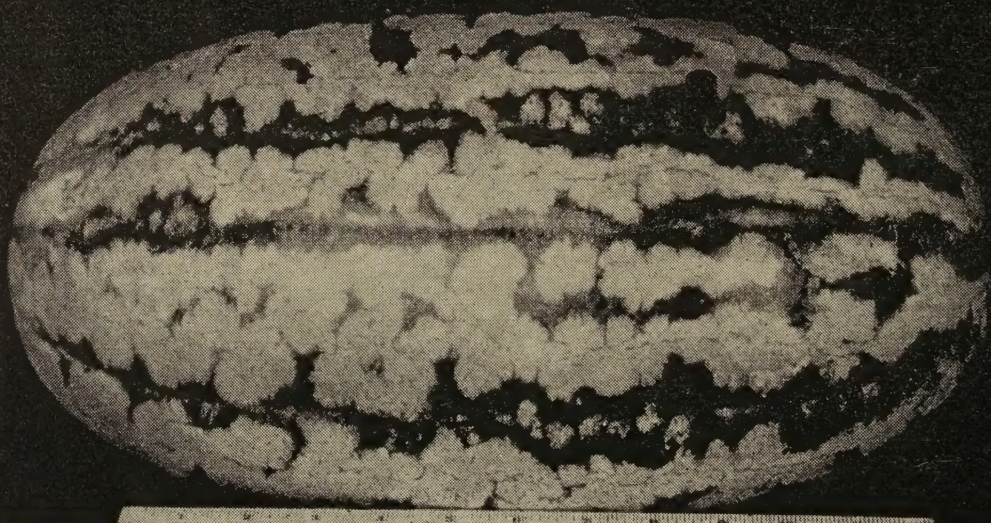


## ICE BOX WATERMELON



Only slightly larger than a Jumbo Cantaloupe, we now have under production six of these prolific new strains. RED, ORANGE, and WHITE fleshed varieties are included. Destined, we believe, to play an ever increasing part in areas of dense population, these **early maturing** watermelons fit easily in apartment size ice boxes and are of excellent quality.

## STRIPED KLONDIKE NO. 11 WATERMELON



An introduction of the University of California, its sugar content approaches the highest point of any of the watermelons, with resulting exquisite flavor. With a hard rind, the melon does not break or "explode" easily in shipping. It is a heavy "cropper" and where the disease WILT is not prevalent, this melon is one of the leaders. We also produce STRIPED KLONDIKE BLUE RIBBON, which is similar and in addition is **resistant** to WILT.

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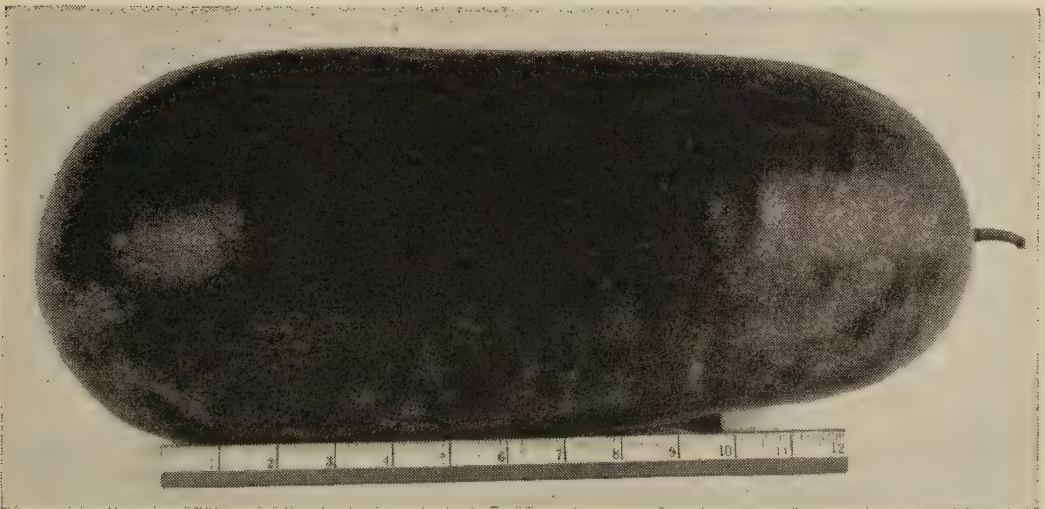


## DIXIE QUEEN WATERMELON



Our Mr. Lawrence Robinson, Sr., in a production of this fine variety. For quality, DIXIE QUEEN approaches STRIPED KLONDIKE, but it possesses a thin rind causing it to be somewhat more "explosive" in shipping. The flesh is brilliant red in color with white seeds, very few in number when compared to the average watermelon. A new **wilt resistant** strain of this variety is MISSOURI QUEEN.

## IMPROVED KLECKLY SWEET NO. 6 WATERMELON



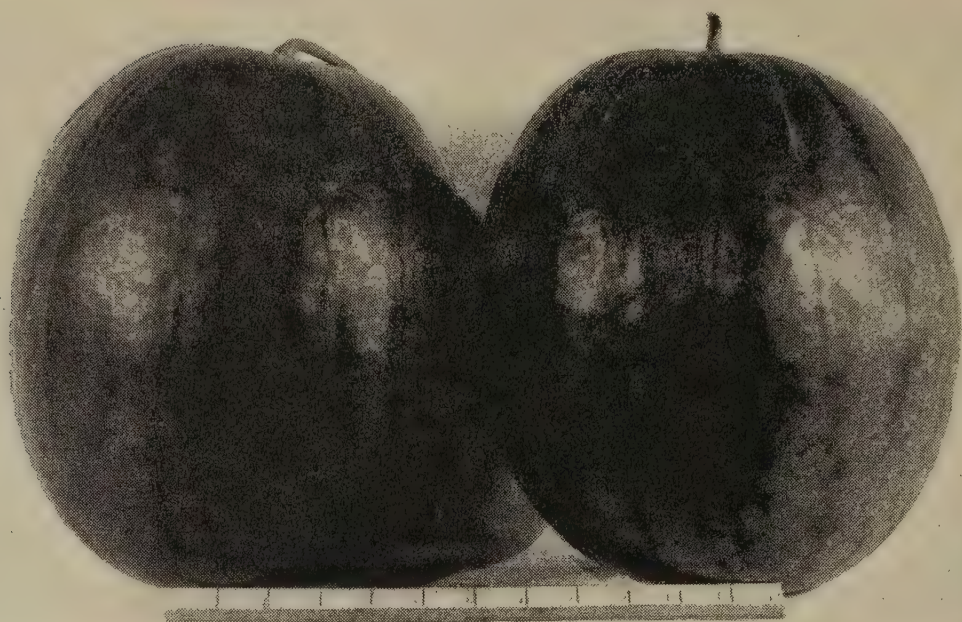
WILT RESISTANT, this fine watermelon was developed by the College of Agriculture at Ames, Iowa, and is outstanding. With a dark green rind and bright red flesh, it has large, white seeds. Similar to this variety but not resistant to Wilt are: KLECKLEY SWEET, IMPROVED KLECKLEY SWEET, WONDERMELON, and HALBERT HONEY. Matures in 95 days to a weight averaging 35 lbs.

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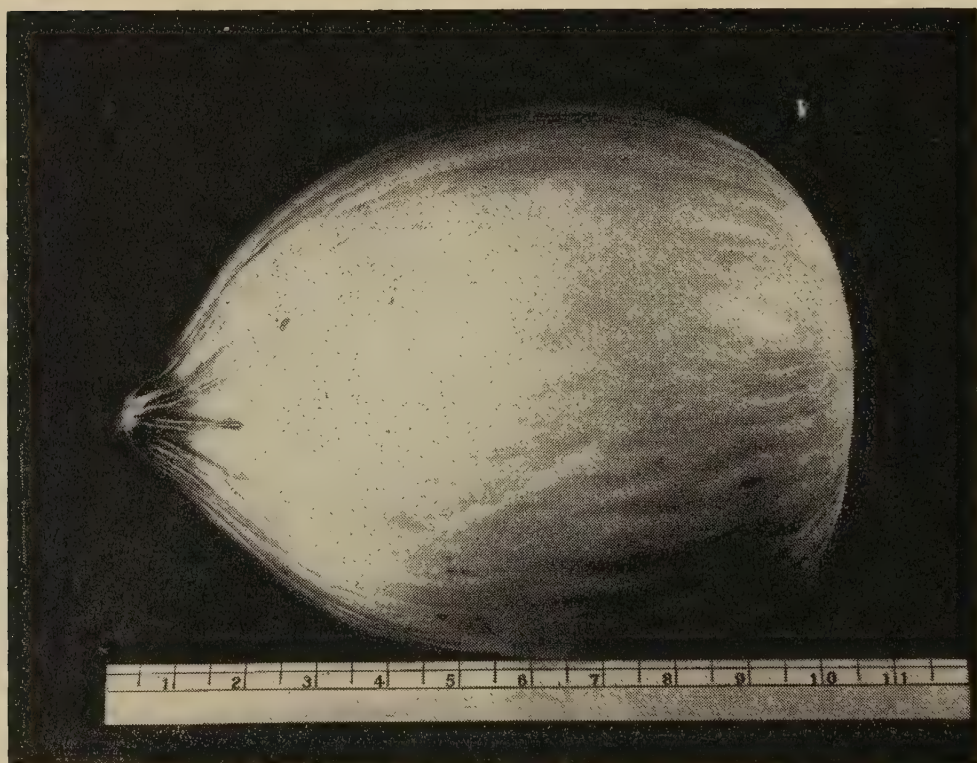


## BLACK SEED CHILLIAN WATERMELON



This prolific variety may have the brightest red flesh of any watermelon—a very distinctive color. As the name indicates, the seeds are black, which when contrasted to the bright red flesh, present an attractive appearance, indeed. The quality is exceptional in every way, and the number of fruit set on per square yard is amazing.

## CRANSHAW MELON



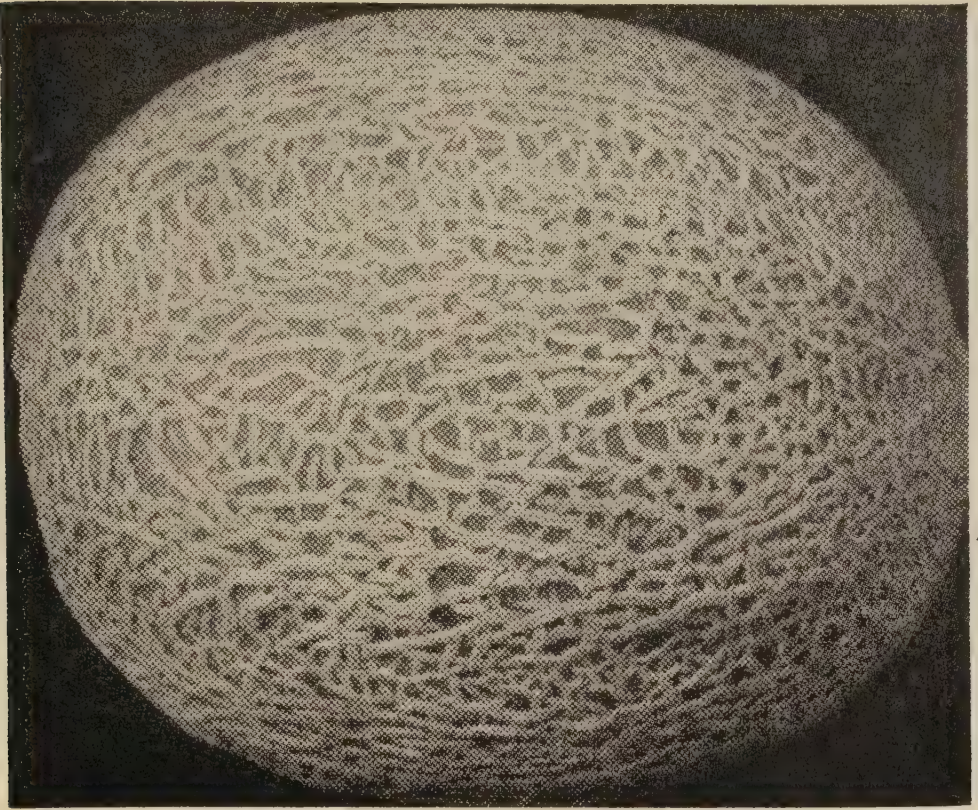
A comparatively recent introduction, its outside color is dark green until maturity when it becomes mottled lemon and green. With an exquisite tasting, soft, salmon colored flesh similar in some ways to a PERSIAN MELON, it is of the very best eating quality and has no trace of stringiness or coarseness. A very perishable melon.

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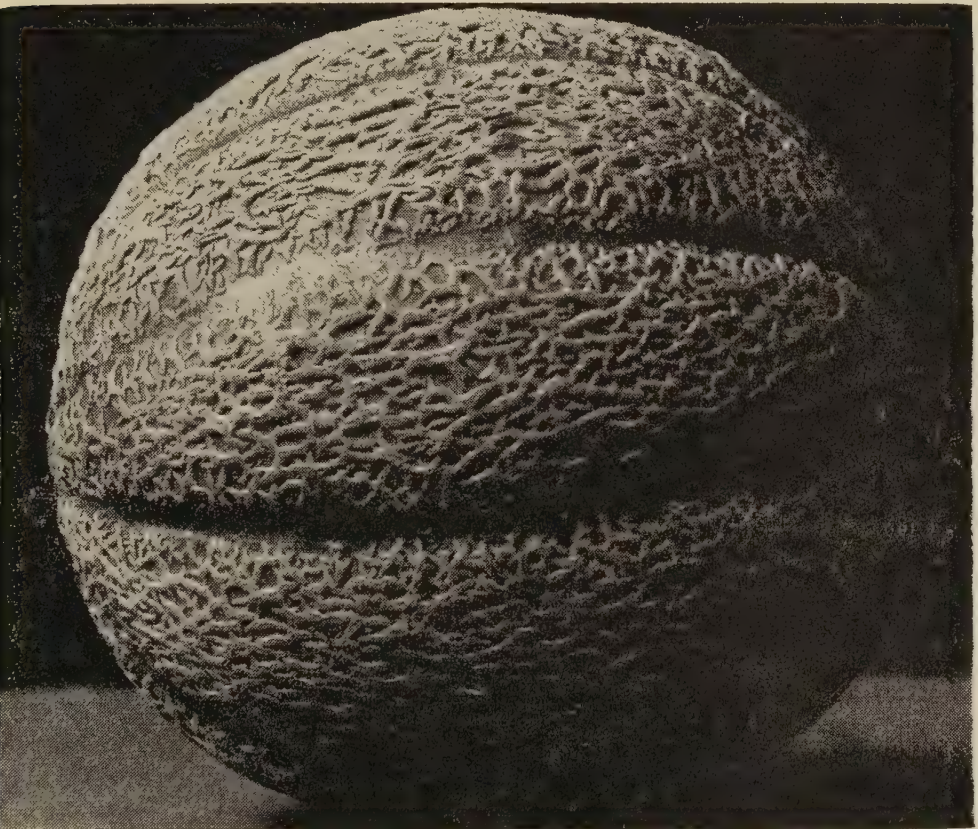


## TEXAS RESISTANT NO. 1 CANTALOUPE



This fine, new, shipping cantaloupe is **resistant** to DOWNY MILDEW and to APHIDS. Very uniform, it is of relatively small size (approximately  $4\frac{1}{2}'' \times 5\frac{1}{4}''$ ) with moderate netting and fine textured, salmon colored, sweet, spicy, flesh. It can be picked on full slip and shipped considerable distances.

## NEW YORKER CANTALOUPE



An excellent "shipper" its extraordinarily thick, soft textured flesh in many ways approaches the quality of CRANSHAW. Large in size, attractive in appearance, and outstanding in flavor, it consistently commands a market premium.

VINE

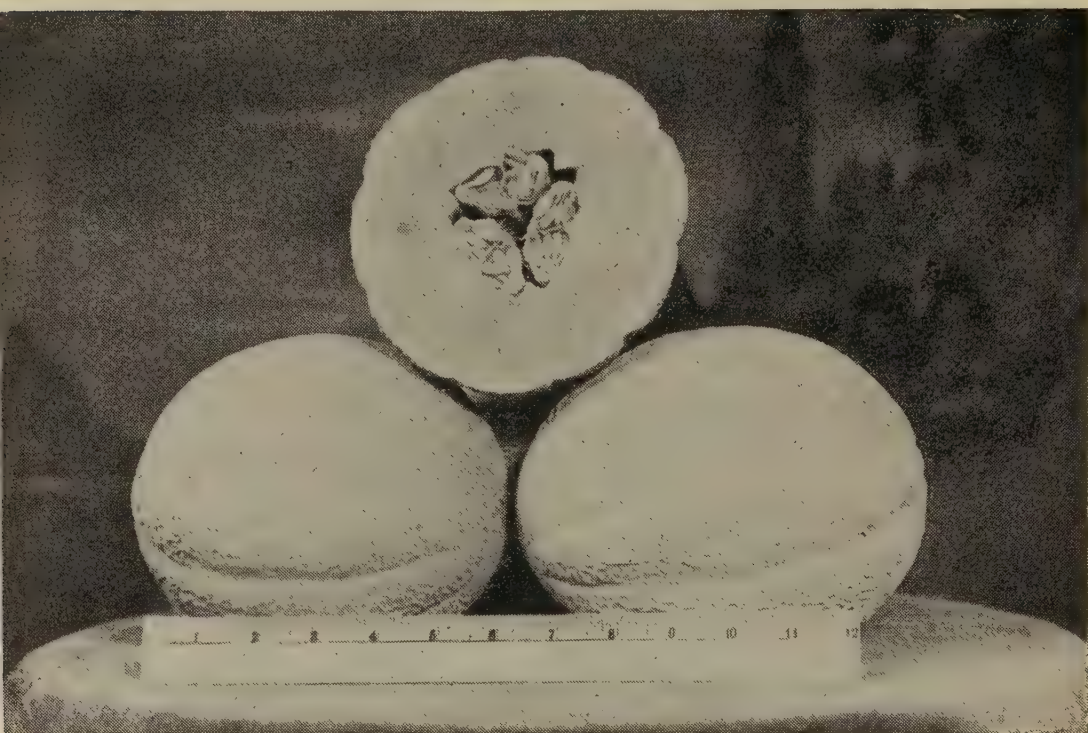
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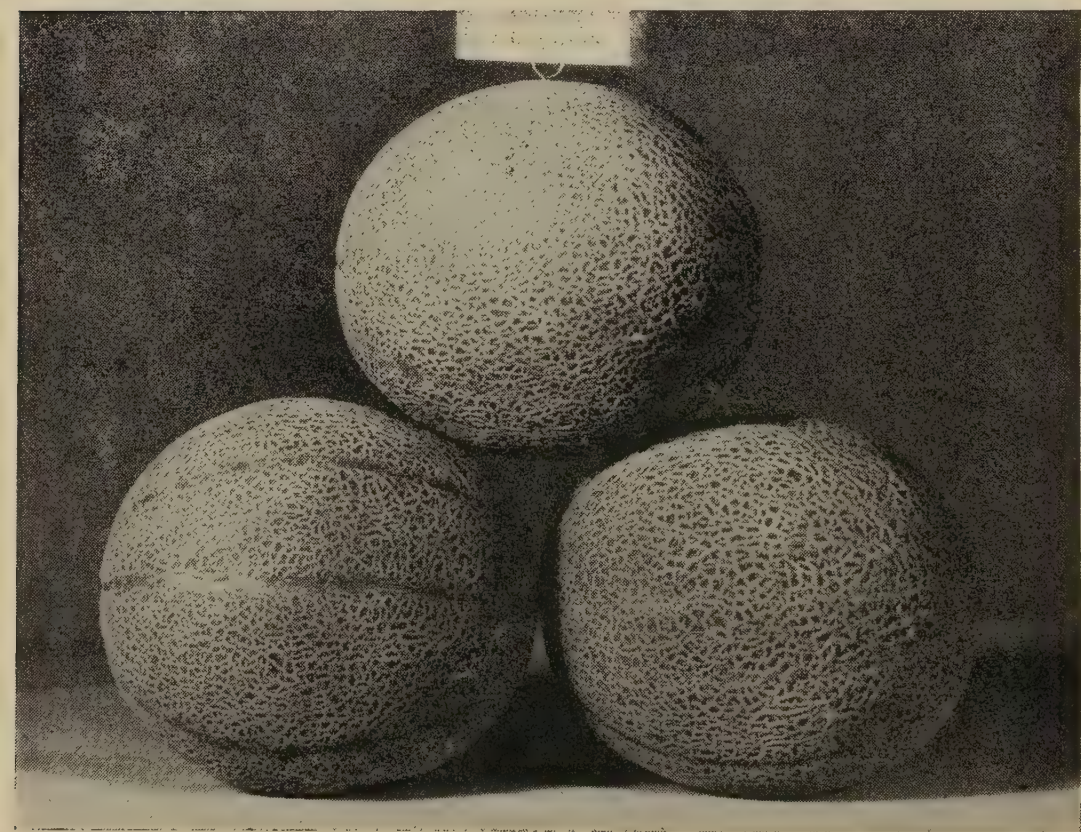


## PRIDE OF WISCONSIN CANTALOUPE



In our opinion, one of the finest introductions since Hales Best was developed. The last word in a quality melon, its deep colored sparkling flesh is totally unlike that of any other cantaloupe. Triangular, smallish seed cavity and a hard, strong rind. As QUEEN OF COLORADO, this variety secured All American recognition in 1938.

## IMPERIAL MILDEW RESISTANT NO. 45 CANTALOUPE



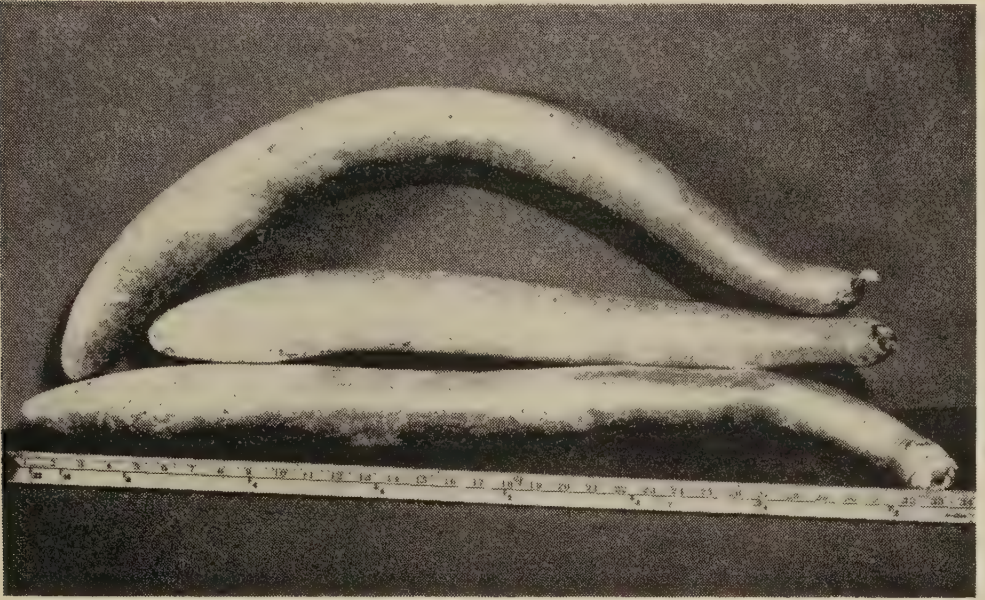
Mildew resistant, this fine shipping cantaloupe is outstanding for its ability to become fully vine ripened in the field and then withstand shipping thousands of miles. One of the finest of the cantaloupes. Edible in 95 days.

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## ITALIAN EDIBLE GOURD



When approximately 12" in length, this edible gourd can be prepared under several different recipes and becomes quite a delicious dish. Its chief value, in our opinion, however, will remain in its novelty aspects. Its speed of growth will actually amaze the grower and when used to cover fences, arbors, etc., its use is met with enthusiasm. When fully matured, the fruits, as pictured, will measure as much as four feet in length. It should be carried in all catalogues as a novelty item.

## SMALL ORNAMENTAL MIXED GOURDS



More dealers every year are discovering the sales appeal and remarkable profit potential in handling both the ornamental gourd seed and, in the fall, the actual gourds. When properly cleaned and varnished, ORNAMENTAL GOURDS afford a highly decorative home decoration, and when used in show windows or incorporated in a sales display they cause no end of interested comment with resulting sales stimulation. Our Research Department has worked intensely over a number of years in developing our very highly colored, unusual mixtures. All sizes, shapes, colors, and types are included.

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## ORANGE WINTER LUXURY PUMPKIN



The only really netted pumpkin. No advantages over our SMALL SUGAR or BOSTON PIE, yet WINTER LUXURY is of excellent quality, dry and well-adapted for storage. An introduction by Gill Bros., Portland, Oregon. Matures in 100 days. Weight 7 lbs. Size 7x8 inches.

## SMALL SUGAR OR PIE PUMPKIN



Our largest selling pumpkin, this smallish brilliant orange variety is extremely high in sugar content with a clear, sweet textured flesh free from stringiness. Matures in 110 days to a weight of 5 lbs.

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## DICKINSON PUMPKIN



Developed for canning, its high protein content reduces the necessity of adding sugar, starch, or coloring. Outstanding for its thick, brilliant orange flesh, its per acre tonnages consistently surpass those of all other pumpkins in our annual test plots.

## CONNECTICUT FIELD PUMPKIN



Also known as **Corn Field** and **Jack O Lantern** this canning pumpkin closely approaches the quality of DICKINSON and, in addition, is earlier in maturing. Used extensively, its bright orange, roundish shape is a familiar sight in the fall almost everywhere in the U.S.A.

VINE

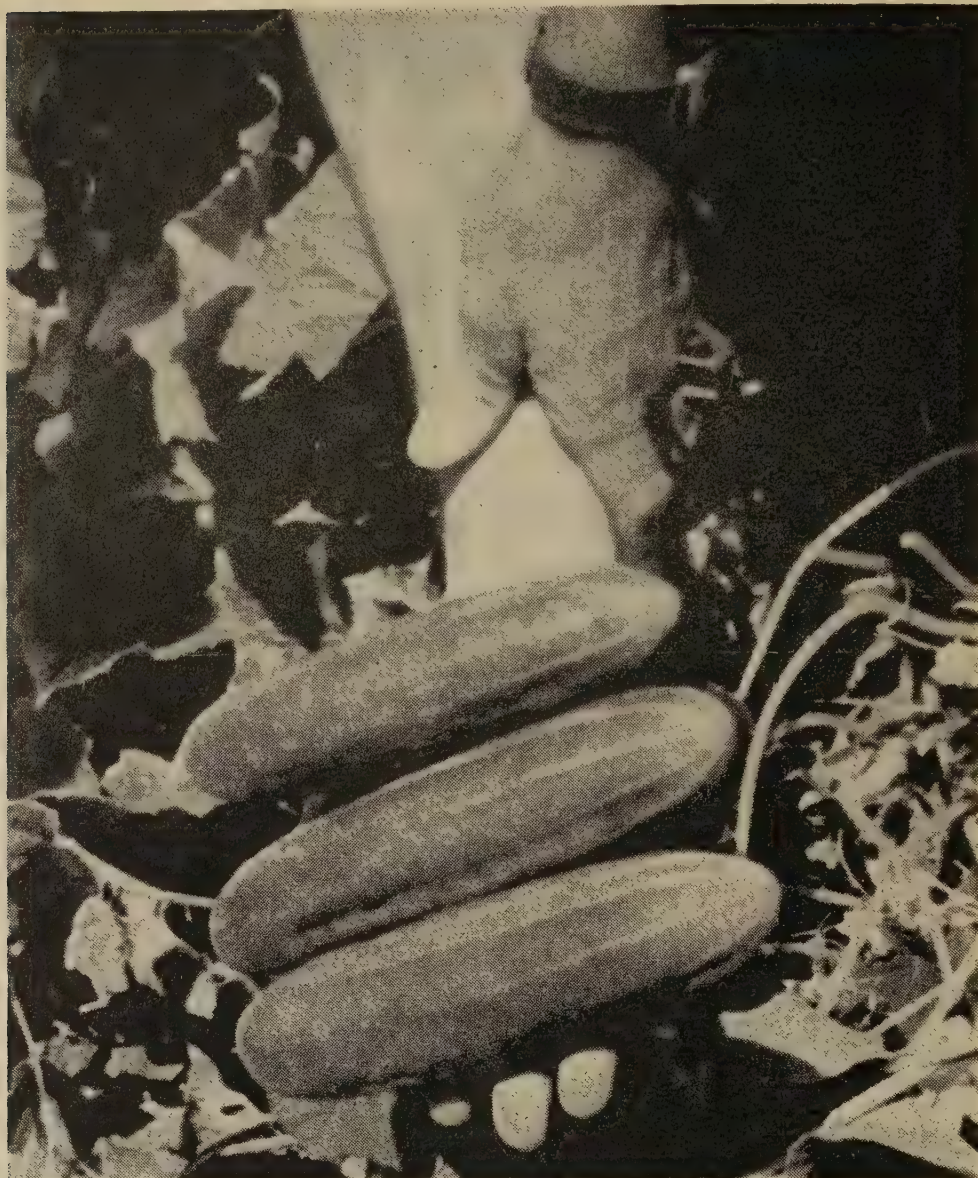
SEED

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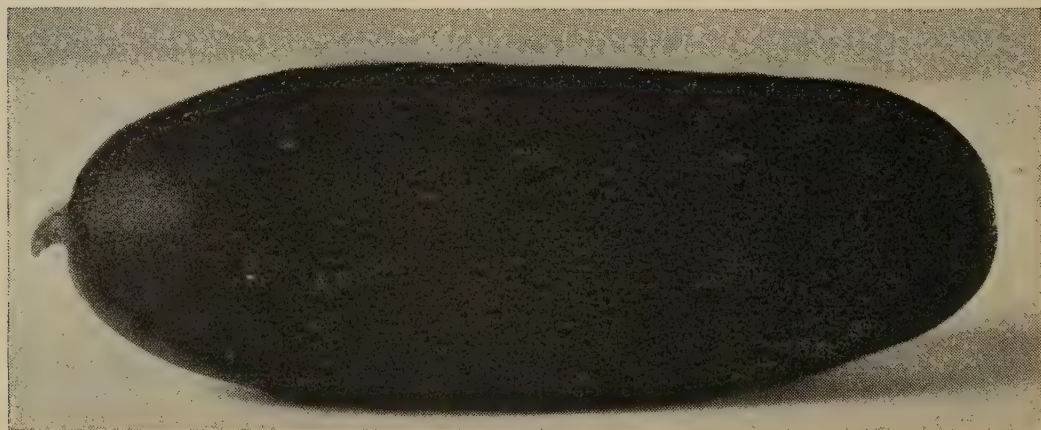


## CUBIT CUCUMBER



This fine appearing white spine slicing cucumber matures to a deep green color, with blunt square ends. Its seed yield is about the poorest of any cucumber and we find it to be definitely lacking in vigor. However, when planted early, satisfactory results should be obtained.

## IMPROVED NATIONAL PICKLE CUCUMBER



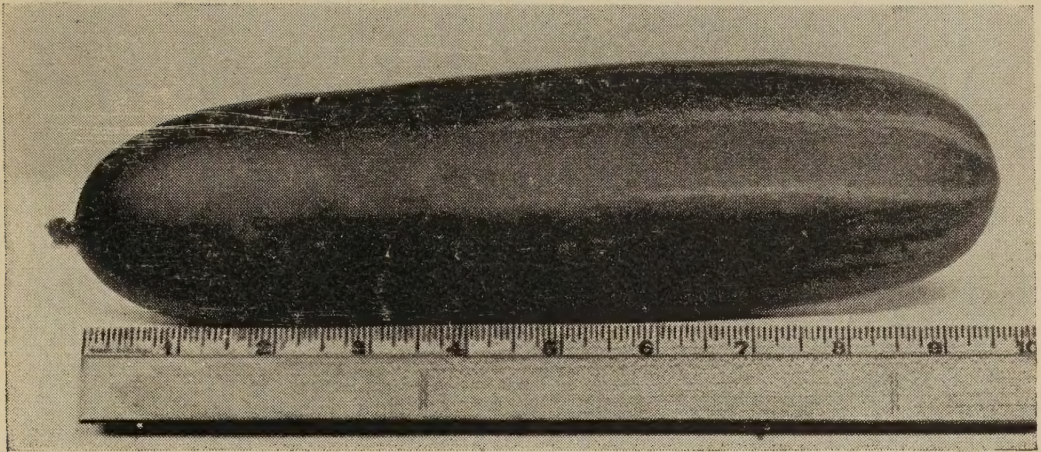
Developed especially for pickling purposes, it is the largest selling of the black spine pickling strains. Early, tremendously prolific, uniform, and with a minimum of spines, our strain of this fine cucumber is met with enthusiasm wherever used.

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## STRAIGHT EIGHT CUCUMBER



A dark green, white spine slicing cucumber, it is one of the best of its type although not equal to A & C in depth of color. Used extensively, this is one of the most popular slicers and deservedly so.

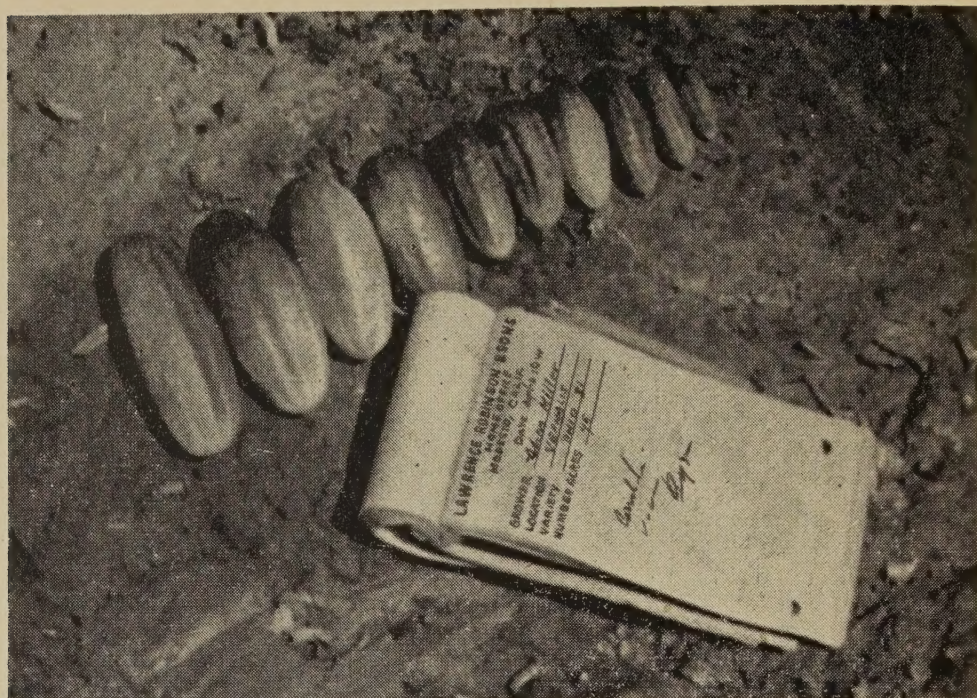
## A &amp; C CUCUMBER



In our opinion, this is the finest of the slicing types, although some new recent developments may, in time, displace it as they are further employed. Very dark green in color, it tapers at both ends, is prolific, and a "main crop" variety. Very similar to COLORADO and ACE.

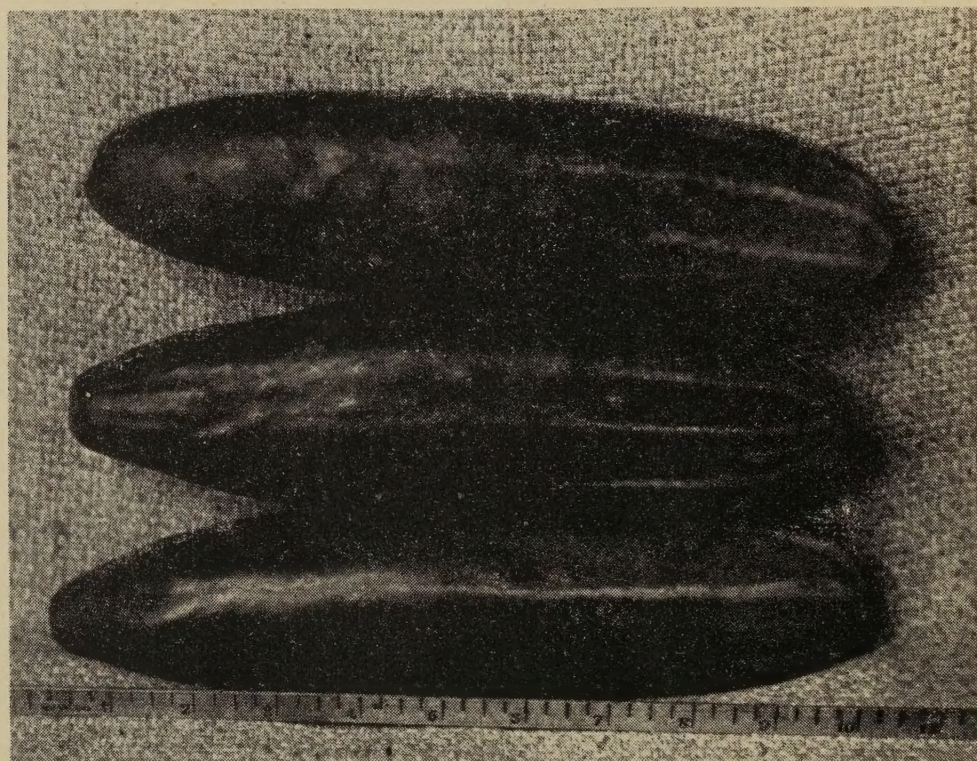


## OHIO NO. 31 CUCUMBER



Similar to National Pickle, this new black spine pickling cucumber was developed to combat the disease MOSAIC. While we wish to observe it for several more seasons as to its degree of resistance, yet it appears to have a high degree of successful resistance. Most certainly should be listed in areas where Mosaic is prevalent.

## MARKETER CUCUMBER



One of the finest of recent introductions, MARKETER is destined to become one of the leading slicing cucumbers. With color almost identical to A & C, the ends taper somewhat and it is extremely uniform. Its only disadvantage is, from the seed producer's standpoint, the extremely long season required to mature seed satisfactorily. This has no bearing, however, on its production characteristics when planted for market.

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# *A New* **TREND** IN PACKAGING

In keeping with a very definite trend in seed packaging, and to meet the requests of many customers, our California and Colorado plants are now equipped with the latest machinery to furnish certain varieties of our seeds in attractive, three color, cloth bags. All bags are labeled and tagged, and supplied to our customers at our actual cost.

## **ROBIN SEEDS**

NOW AVAILABLE IN

ONE,  
TWO,  
FIVE  
and  
TEN  
POUND  
CLOTH  
BAGS



**PLEASE NOTE  
OUR STRICT POLICY**



# IT PAYS TO BUY YOUR SEEDS *from* *a Specialist*

As SPECIALIST producers of VINE SEEDS, Robinson devotes its entire energies to their proper breeding and production.

A product of Market-wise Research and comprehensive production experience, ROBIN-SEEDS bring you consistent "customer satisfaction and enthusiasm."

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